

**Canadian Red Cross Campaign
Emergency Support When You Need It Most**



Visibility Plan

Category	CO-CHAIRS (allocated)	MAJOR PARTNERS	COMMITTED PARTNERS	GENEROUS PARTNERS
Amount	\$100,000	\$50,000+	\$35,000+	\$20,000+
Actions de visibilité				
Promotional Campaign Video	Participation as Co-chair and logos	N/A	N/A	N/A
Donation Portal	Name as Co-chairs and logos	N/A	N/A	N/A
Name in the Overview of activities 2020-2021	Name	Name	N/A	N/A
Name in the Donor Report	In the "Major Partners" section	In the "Major Partners" section	In the "Committed Partners" section	N/A
Communication Content	Every campaign visual	A visual with your logo	A visual with your logo	A visual with your logo
Social Media	Name and logos	Name	Name	Name
Campaign Website	Name as Co-chairs and logos	Logo	Logo	Name
Press release at the beginning and the end of the campaign	Name as Co-chairs at the beginning and the end of the campaign	Name at the end of the campaign	Name at the end of the campaign	Name at the end of the campaign